

# city living, dc style!

## EXPO

The District is having a **move-in** sale.



**You're invited to join in.**

**It's city living, dc style**, with all the housing options, shopping, dining, transportation, entertainment and culture DC has to offer. The goal of the **city living, dc style! EXPO** is to put it all in one place and turn attendees into residents of the District.

At the expo, guests will receive all the information they'll need to rent or own an affordable to market rate home in the District. From neighborhood profiles to on-the-spot mortgage assistance, attendees can get everything but a set of keys.

# October 24 - 26, 2003

*The Washington Convention Center*  
*Washington, DC*

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Think we're just monuments and memorials? Think again: More than 30,000 housing units are either completed, under construction or planned—from affordable to high-end – rent to purchase. Home Depot and H&M are here. Best Buy, Target and a new Giant Food are coming. There are new movie theatres in Georgetown—with 14 more on the way in the Gallery Place Project in Chinatown.

The amenities that the District offers in attracting new residents are growing. So, if you're in the housing and or related-services business, then you should be at the **city living, dc style! EXPO**.

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### city living, dc style! EXPO attendees can...

- *Learn about affordable housing options available in the District*
- *Research what neighborhood suits their lifestyle*
- *Find a mortgage that will suit their financial needs*
- *Receive counseling on home purchase or rental processes*
- *Learn about the housing options the city has to offer: from apartments to historic row houses, from condos to new single-family homes*
- *Attend seminars on all aspects of living in Washington, DC – from arts and culture to maintaining your largest investment – your home.*
- *Learn about the financial incentives available to those who purchase, rent and work in the city, like our \$5,000 first-time homebuyer tax credit.*

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"Homeownership is a key pathway to economic stability. It is essential to building strong neighborhoods. We want to encourage teachers, firefighters, nurses, police officers, computer technicians, carpenters, and thousands of others to put down roots in Washington, DC -- To build equity in a home that can be passed down from one generation to the next."

- Mayor Anthony A. Williams, Inauguration Speech, January 2003



***The Power of Tradeshows:*** According to the Trade Show Bureau, "decision makers prefer trade shows over trade publications and cold call sales" for almost every type of purchasing information. The opportunity to meet residential prospects and answer their questions adds value to any marketing campaign. Remember, seeing is believing!

- Trade show leads cost 70% less to close than field sales calls.
- Over 50% of tradeshow leads don't require a sales call to close.
- Lead development at a tradeshow is as much as seven times the number of prospects reached through normal field sales techniques.
- Trade shows draw quality audiences.
- Trade shows reach unknown prospects.

***Sponsorship/Exhibitor Opportunities:*** Participating through sponsorship of an event and/or exhibiting gives you the opportunity to get your company's name, products and services in front of the people who make decisions. It allows heightened visibility of your product or services. Use this marketing opportunity to communicate with a particular lifestyle and differentiate yourself from your competition. Contact **Gibby Ries** ([gibby@tcico.com](mailto:gibby@tcico.com) or **202.457.0315**) for more information.

***Program Development:*** You are encouraged to participate in the development of the numerous workshops that are being offered. Contact **Annette S. DeLorenzo, CMP** ([adelorenzo@tcico.com](mailto:adelorenzo@tcico.com) or **202.457.0315**) for further information.

**Call today for more information on becoming a Sponsor or Exhibitor:  
202.457.0315**

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## EXPO

### dc demographics

Population: 572,059  
Number of Households: 220,832  
Average Household Size: 2.17  
Number of Housing Units: 264,831  
Average Household Income: \$65,682  
Average Household Wealth: \$131,280  
Average Age of Resident: 37.6

### retail

Retail sales \$5.9 Billion  
Number of Retail Stores 5,346  
Minority-owned firms 33.6%  
Total Rentable Building Area 6,373,653 sf

### museums and culture

Amount spent annually by cultural institutions in DC: \$392 million  
Number of museums in Washington, DC: 62  
Number of theaters in Washington, DC: 9  
Average age of Washington area theater-goer: 45  
Percent of area theater-goers from DC: 25% (vs. 12% nationwide)

### housing

Number of Housing Units: 264,831  
Single-Family Detached: 33,000  
Townhouse: 68,000  
Multi-Family: 161,800  
Percentage of Home Sales to First-Time Buyers: 52%  
First-Time Homebuyers Federal Tax Credit: \$5000

\*Source U.S. Census Bureau: State and County, DC State Data Center, DC Department of Employment Services, CoStar Group, Inc., Cultural Alliance and CB Richard Ellis, Inc., Washington, DC Marketing Center

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### city living, dc style! EXPO schedule

#### Friday, October 24, 2003

10:00 AM - 4:00 PM

**Exhibitor Set-up**

3:30 PM - 8:00 PM

**Registration Open**

5:30 PM - 8:00 PM

**Opening Event**

- Ribbon cutting ceremony featuring Mayor Anthony Williams
  - Exhibit Hall Preview
  - city living, single style! EXPO symposium with special guest speaker
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#### Saturday, October 25, 2003

8:00 AM - 4:00 PM

**Registration Open**

9:30 AM - 10:30 AM

**Concurrent Workshops**

9:00 AM - 6:00 PM

**Exhibit Hall Open**

11:00 AM - 12:00 PM

**Concurrent Workshops**

1:00 PM - 2:00 PM

**Concurrent Workshops**

2:30 PM - 3:30 PM

**Concurrent Workshops**

4:00 PM - 5:00 PM

**Concurrent Workshops**

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#### Sunday, October 26, 2003

9:00 AM - 3:00 PM

**Registration Open**

10:00 AM - 5:00 PM

**Exhibit Hall Open**

10:30 AM - 11:30 AM

**Concurrent Workshop**

1:00 PM - 2:00 PM

**Concurrent Workshop**

3:00 PM - 4:00 PM

**Concurrent Workshop**

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### ***Ready to Move In?***

***To participate please contact the following staff:***

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#### **EDUCATIONAL OPPORTUNITIES**

<b>Annette S. DeLorenzo, CMP</b> <i>The TCI Companies</i>	202.457.0315
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#### **EXHIBITOR INFORMATION**

<b>Annette S. DeLorenzo, CMP</b> <i>The TCI Companies</i>	202.457.0315
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<b>Michael Stevens</b> , <i>Washington, DC Marketing Center</i>	202.638.6730
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<b>Lily Qi</b> , <i>Washington, DC Marketing Center</i>	202.638.7332
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#### **PRESS/ GENERAL INFORMATION**

<b>Chris Bender</b>	202.727.4707
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*Office of the Deputy Mayor for Planning and Economic Development*

<b>Chris Knudson</b> , <i>Washington, DC Marketing Center</i>	202.638.6732
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<b>Michelle Mobley</b> , <i>The TCI Companies</i>	202.457.0315
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#### **REGISTRATION INFORMATION**

<b>Annette S. DeLorenzo, CMP</b> <i>The TCI Companies</i>	202.457.0315
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#### **SPONSORSHIP OPPORTUNITIES**

<b>Michael Stevens</b> , <i>Washington, DC Marketing Center</i>	202.638.6730
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<b>Gibby Ries</b> , <i>The TCI Companies</i>	202.457.0315
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